

Model Komunikasi dalam Sosialisasi Pengarusutamaan Gender dan Anggaran Responsif Gender di Provinsi Daerah Istimewa Yogyakarta

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Abstract

Public communication phenomenon shows that there is gap between women and men. It caused by cross culture position which there is perspective differences tend to gender discriminative and linguistics culture differences. It is interested to study in order to anticipate that gap. Communication theory that discuss gender and communication issues that is: Genderlect Styles (Deborah Tannen); Standpoint Theory (Sandra Harding and Julia Wood); and Muted Group Theory (Cheris Kramarae). The research is aim to find PUG communication model which appropriate to staff and official condition of Provincial Department of DIY. Used research method is qualitative method with data collecting technique use Focus Group Discussion (FGD) and communication model trial. Pengarusutamaan Gender (PUG) and Anggaran Responsive Gender (ARG). The result obtained communication model of PUG-ARG is tested for two days. Source is from competent LSM, and interesting training model. The result of pre test showed that research subject was already understand about gender and gender responsive, but they were not implement it yet in work program, and the result of post test showed that the training participant from representation of Bantul, Gunung Kidul, Kulon Progo and Sleman regency department felt satisfy to material, method, and resource person. The result of PUG-ARG training could be implemented in each department. This model could smooth communication process making work process which responsive gender and implemented to program planning, implementation, and evaluation, and supported by all department personnel which have sufficient knowledge concerning PUG, for public harmonization and welfare, especially in DIY Province administration.

Abstrak

Fenomena komunikasi di masyarakat menunjukkan adanya gap antara laki-laki dan perempuan. Hal ini disebabkan oleh posisi lintas budaya (*cross culture*), ada perbedaan perspektif diskriminatif gender dan perbedaan budaya linguistik. Penelitian ini bertujuan menemukan model komunikasi PUG yang sesuai dengan kondisi di Dinas Provinsi DIY. Penelitian ini menggunakan teori : *Genderlect Styles*,; *Standpoint Theory*, dan *Muted Group Theory*. Metode penelitian kualitatif ini menggunakan teknik pengumpulan data *Focus Group Discussion* (FGD) dan ujicoba model komunikasi Pengarusutamaan Gender (PUG) dan Anggaran Responsif Gender (ARG). Hasil penelitian menunjukkan bahwa Model komunikasi PUG-ARG yang diujicobakan, mengerti tentang gender dan responsive gender, namun belum mengimplementasikan dalam program kerja, dan hasil post test ternyata para peserta pelatihan dari perwakilan dinas Kabupaten Bantul, Gunung Kidul, Kulon Progo, dan Sleman merasa puas dengan materi, metode, narasumber. Hasil pelatihan PUG-ARG dapat diimplementasikan di dinas masing-masing. Model ini dapat memperlancar dalam proses komunikasi pembuatan program kerja yang responsive gender dan diimplementasikan dalam perencanaan, pelaksanaan, dan evaluasi program, serta didukung oleh personil di semua dinas yang memiliki pengetahuan memadai tentang PUG, demi keharmonisan dan kesejahteraan masyarakat, khususnya di pemerintahan Provinsi DIY.

Kata kunci : komunikasi gender, Pengarusutamaan gender (PUG), Anggaran responsive gender (ARG)